



ACTIVITY 1.2

REVISION OF LOCAL ENERGY PLANS THROUGH

INVOLVEMENT OF CITIZENS AND OTHER STAKEHOLDERS

DELIVERABLE 1.2.6.

Communication strategy for presenting
the revised energy plans to the general
public_City Municipality of Koper

Version 1
11 2020



Introduction

The goal of this deliverable is to create a communication strategy for presenting the newly revised energy plans for the municipality in Central Europe by using Tool 3 (D.T2.2.3) from TWP2. After the creation of the communication strategy the new energy plans will be presented to the public in a workshop (D.T1.2.7) by making sure the new energy plans are easily understandable and effective to reach the whole community.

The purpose of the communication strategy should be the information exchange on the content and status of the energy plan, raising awareness for the broader goals of the energy plan, involve local stakeholders and the general population as deeply as possible.

Clear, specific and measurable objectives are keys to the success of any communications strategy. When setting these objectives you should think through:

- The current status of the energy plan's situation in the communication sphere of the community.
- The different communication possibilities of the revised energy plan's communication implementation.
- The description of an attractive opportunities for local participation and activation.
- The possible members of a team that can address and lead different characters and people of the strategy's implementation.
- The involvement of experienced and professional communications experts.
- The tools and actions used for reaching the goals of the strategy.
- The budget opportunities.
- The timeline of implementation.
- The evaluation methods of implementation.

This communication strategy is intended for use with the Tool 3 (D.T2.2.3), a set of files that includes example documents and additional guidance for implementing the strategy. Those implementing the strategy should feel free to use, expand, and update the document and the other documents during implementation and after, to capture new ideas and materials, allow future communications efforts to build on existing, and make the best use of limited resources.



1. Status analysis

With the aim of achieving an efficient and secure energy supply, the Municipality of Koper (hereinafter: MOK) has been discussing energy policy in detail for years. In 2008, the first Local Energy Concept (hereinafter: LEK) was elaborated, and an updated LEK was elaborated in 2013. On a basis of LEK, in 2019 the Basic Emission Inventory for the Sustainable Energy Action Plan (SEAP) was prepared, which includes upgraded measures from the LEC. Subsequently, the Municipality is preparing the Sustainable Energy and Climate Action Plan (SECAP) and a new LEK with the aim of improving the local energy strategies and regional competitive advantages. The new signatories of the Covenant of Mayors commit to reducing CO₂ emissions by at least 40% by 2030 and to adopting an integrated approach to addressing climate change mitigation and adaptation.

The local administration is a key stakeholder in promoting the energy transition and combating climate change at the level of governance, as it is closest to the citizens. It is therefore right that local authorities take the lead in this area and set an example for their citizens and other authorities.

An 8-member steering group for the preparation of the SECAP and LEK was formally appointed by the mayor. The steering group comprises representatives of MOK offices directly involved in planning and implementing measures and activities in the field of promoting sustainable energy and environmental protection (Mayor's Office, Office for Environment and Spatial Planning, Office for Social Activities and Development, Office for Public Utilities and Transport, Investment Service, etc.).

Within the ENES-CE Project (Central Europe Programme), other key stakeholders were also involved in the process of revision of existing energy efficiency plans in the Municipality of Koper and preparation of this Energy Roadmap (promoters and operators of joint projects in the field of renewable energy sources, energy advisory office for citizens, ESCOs implementing Energy Performance Contracting for municipal public buildings and public lighting, Regional development centre, local electricity distributor, energy suppliers, representatives of larger companies, managers of multi-apartment buildings).

In the process of cooperation with stakeholders, both through surveys as well as through telephone conversations and workshops, proposals for various potential pilot projects within the ENES-CE Project were highlighted. Proposals for new measures within the LEK and SECAP were also highlighted. Of all the initiatives presented by stakeholders, the following three are worth highlighting:

1. Business model for an energy cooperative in the City of Koper,
2. Business model for an energy cooperative in the countryside of MOK,
3. Smart lighting - modernisation of public lighting in MOK.

The implementation of the latter pursues the aforementioned common goal of reducing emissions as well as other goals of EU directives, the Covenant of Mayors initiative and, last but not least, national legislation.



1.1 Communication status of the current energy plan

According to actions, for involving partners, the first thematic workshop was held on 23 June 2020 in Koper. At the workshop, stakeholders were informed about the preparation of new plans for energy efficiency in the MOK. The views, opinions and previous experiences regarding the development and implementation of LEK/SECAP measures were exchanged between various stakeholders, and additional proposals for potential pilot projects within the ENES-CE project and proposals for measures within the LEK and SECAP were gathered. Last but not least, we have identified additional stakeholders that should be included in the next two workshops within the ENES-CE project.

Stakeholders highlighted the following wider range of potential pilot projects under the ENES-CE project as well as proposals for measures under the LEK and SECAP:

- Encouraging gradual replacement of electrical appliances with more energy efficient ones,
- Renovation of heritage protected buildings,
- Joint solar power plants on different types of buildings (multi-apartment buildings, public buildings, industrial halls, car parks, etc.),
- Renovation of roofs and facades of multi-apartment buildings,
- Renovation of residential buildings in Koper with support of non-refundable incentives for the implementation of mitigation measures to reduce the impact of emissions from port activities,
- Acceleration of e-mobility,
- A set of measures in the field of sustainable mobility and the promotion of public transport,
- Promotion of use of renewable energy sources,
- Encouragement of stakeholder in the direction of measure implementation,
- Measures connected to information activities and public awareness raising with the aim of establishing "Energy efficiency cultures".

In the process of cooperation with stakeholders, both through surveys as well as through telephone conversations and, last but not least, through a workshop, proposals for various potential pilot projects within the ENES-CE project were highlighted. Of all the initiatives presented by stakeholders, the following three pilot project proposals are worth highlighting:

- Business model for an energy cooperative in the City of Koper,
- Business model for an energy cooperative in the countryside of MOK,
- Smart lighting - modernisation of public lighting in MOK.



An analysis of the current state of implementation of the Sustainable Energy Action Plan of MOK has shown that the vast majority of measures, in particular those that can save significantly on CO2 emissions, have not yet reached the appropriate level of implementation. In the implementation of the measures, it has been identified that the efforts of the city municipal administration are substantial and represent a good example to citizens.

It is thus important to further strengthen the awareness and education of stakeholders within other sectors (housing, tertiary sector) and to strengthen assistance in finding financial sources for implementation. That is why citizen participation and building partnerships with stakeholders can be a major impetus for progress.

One of reasonable next step is to identify stakeholders who show an interest in disseminating knowledge and promoting good practices to other sectors (housing, tertiary sector, private transport).

1.2 Media and communication situation in the municipality

In the MOK there are several media and communication media - regional TV, regional and local radio, regional and local newspapers:

- Regional TV Koper Capodistria (a Slovene free-to-air television channel based in Koper, Slovenia. Mainly founded by state aids, the channel serves the Italian-speaking minority in Slovenia and Croatia. It can also be received in the Italian region of Friuli-Venezia Giulia),
- National TV and commercial TV programmes,
- Radio Koper (is a radio station located in the city of Koper, Slovenia. It can be heard in Slovenia, northeastern part of Italy, Croatia and North Italy. It is also available on the Satellite through Hot bird. The owner of radio is Radio-Television Slovenia).
- Radio Capris (is a popular radio station in Coastal area, with modern radio programme format);
- Primorske novice (a daily newspaper with an emphasis on the news from Primorska region and the only regional daily newspaper in Slovenia with 70-years of tradition);
- Časopis Mestne občine Koper (municipal's newspaper dedicated to all households in Koper municipality);
- Obala plus (Monthly newspaper for households in the municipalities of Ankaran, Koper, Izola and Piran);
- Social media services are easily reachable and available to users (Facebook, Twitter, Instagram, Youtube, etc.).



In the table below the pros and cons of each media channel is presented:

Media	Pros	Cons
Radio	An effective medium for information dissemination and entertainment followed at home, in-car and on the go	No visual aspect More difficult to attract attention - communication success relies on the content, dialogue, music, and sound effects
Social media	Highly interactive platforms that enable individuals, communities and organizations to share their opinion, stimulate discussion and participation. Social media can be an effective communication (or marketing) tool as they are among the most widely adopted technologies They become the primary way most people get their news	negative news can be spread faster on social media
Local/regional TV	An effective source to broadcast interesting local/regional information and promote product by displaying persuading messages and colourful images	Publication of news is more expensive in comparison to social media/radio/newspaper
Local/regional newspapers	Local news, Targeted Geographic Audience, affordability, reaching an audience who finds reading print media convenient and a part of their daily routine	Print newspapers have a short life span Static news readers' tendency to view only certain newspaper sections

All upper mentioned media and other forms of communication technology have an enormous influence in helping to shape public opinion. They are also an important sources of basic information, they play an important role in stimulating governments and local authorities, they also expose opportunities and problems that need to be addressed etc.

MOK has well communication with all media present on the territory, it prepares and publishes their own newspaper and moreover it has established a municipal web page - a tool that enables a



direct communication with citizens, where visitors get information and quick answers, increases citizens participation and represents also a driver of economic development.

1.3 Stakeholder description

The involvement of relevant stakeholders throughout drafting and implementing energy plans is crucial. That is why citizens and other stakeholders were invited to take part at important stages of the elaboration process with the aim of building the vision, defining the objectives and targets, setting the priorities and defining the necessary human and financial resources.

The Municipal Cooperation with stakeholders in the preparation of local strategic documents is set at several levels. Representatives of the steering group are directly involved in the preparation of the SECAP and LEK through joint meetings. The primary task of the steering group is to give instructions to the elaborators of LEK/SECAP documentation. An 8-member steering group was formally appointed by the Mayor. The steering group comprises representatives of MOK offices that are directly involved in the planning and implementation of measures and activities in the field of promoting sustainable energy use and environmental protection:

- Mayor's Office,
- Office for the Environment and Spatial Planning,
- Office for Social Activities and Development,
- Office for Public Utilities and Transport,
- Investment service,
- etc.

Within the ENES-CE Project (Central Europe Programme), other key stakeholders were also involved in the process of revision of existing energy efficiency plans in the Municipality of Koper and preparation of this Energy Roadmap:

- promoters and joint projects operators in the field of renewable energy sources,
- energy advisory office for citizens,
- ESCOs implementing Energy Performance Contracting for municipal public buildings and public lighting, Regional development centre,
- local electricity distributor,
- energy suppliers,



- representatives of larger companies,
- managers of multi-apartment buildings.

The rest of the general public is involved in the participatory process of planning and implementing activities in the field of energy in various ways (through meetings for the general public, organising workshops for collectives of employees in municipal public institutions, organising clubs and technical days in schools, surveys and other activities for stakeholders animation).

Other relevant external stakeholders connected to the energy plan are:

- citizens and local communities,
- business support organizations,
- interest groups including NGO's
- research organizations,
- energy agency,
- chambers of commerce,
- professional organizations (e.g. architects, engineers).



2. Objectives of the strategy

This document defines the Communication Strategy Plan of ENES-CE project for the MOK. In compliance with the application form, it is intended to be a tool to communicate and spread the Project results and rising RES and energy efficiency issues. The document details objectives, actors, methods, tools and expected results of dissemination and communication activities.

The strategy will ensure the basis for an effective and timely exchange of information among stakeholders. It defines the transferring channels of information towards the target groups involved and settles the basis for an effective implementation of project communication and dissemination activities in relation to a Project application form.

2.1 Main objectives

Main objective of the communication strategy is to disseminate the results towards citizens and other stakeholders for the adoption of plans aiming at improving territorially based low-carbon energy planning strategies and policies. The awareness of stakeholders will be increased and behaviour changed, supporting the promotion of local energy plans for improving capacities of public to develop new policies and citizens involvement.

The Communication Strategy of the ENES-CE project will be focused towards the promotion of:

- municipal energy plans (SEAP, SECAP and Local Energy Plans),
- the use of Renewable energy sources and energy efficiency,
- ENES-CE project and its pilot activities (Smart lighting - modernisation of public lighting in MOK),
- business model for establishment of an energy cooperative in the City of Koper,
- business model for establishment of an energy cooperative in the countryside of MOK.

2.2 Main message

Within the ENES-CE Project (Central Europe Programme) the revision of existing energy efficiency plans in the MOK is foreseen and the communication of results of it are one of the most important project activities. To this end the project foresees a series of workshops in the local communities, for an active involvement of stakeholders in co-designing local energy action plans.

The most common practice is that the citizens and other stakeholders are involved in local energy planning only at the end of the process; at the approval phase of the SEAPs/SECAPs or other energy



plans. This creates an atmosphere of mistrust that makes it challenging to implement the plans in the future. With the project ENES-CE the aim was to change this approach, in fact the citizens and other stakeholders were involved already at the beginning of the project activities thanks to a bottom up approach in the process of energy strategies and planning development.

The MOK is aware that a well-designed communications strategy is critically important to the success of any municipality outreach activity and that gaining public support is difficult; in fact, many interesting plans have been stalled or dismantled as a result of insufficient strategic planning for community events or the selection of communications channels.

A well-developed conception and implementation of a communication strategy on energy planning and municipal activities involving citizens and other stakeholders is important tool for supporting sustainable development of municipalities and regions and tool to form a positive attitude of individuals toward this issues. The transition to a decarbonised economy is not only essential to halting climate change, but is also a driver of economic growth with the potential to create green jobs (jobs aimed directly at environmental protection and jobs oriented toward the minimization of environmental impact).

2.3 Supporting messages

Communication strategy supports the transfer of clear and consistent information toward municipal stakeholders, improves communication and understanding in order to make positive changes. The strategy encourages the positive public opinion towards sustainable development and past activities related to the integration of RES and EE (activities of energy renovation of public building, public lightning, smart mobility, capacity building of public administration, awareness raising of citizens, awareness raising of pupils within primary and secondary schools, etc.) and encourages them to take more active role in the field of RES and EE.

2.4 Target groups

The table shows the most relevant stakeholders target groups that need to be reached by communication activities:

Target groups	Description	Target group roles
Local public authority	<ul style="list-style-type: none"> - Municipalities - Local governments and their municipal companies. 	Approval of updated energy plans by municipal council and support of local authorities in achieving the EU and project objectives, involvement within local focus groups workshops.



	<ul style="list-style-type: none"> - Regional agencies - Local Energy Agencies 	<p>Promotion of business and economy development in the concerned region, regional co-ordinator of interests on local as well as national level in the field of regional development, economy, human resources and environmental protection.</p> <p>Promotion of sustainable energy development (RES and EE, sustainable transport) in the region and technical knowledge transfer.</p>
Sectoral agency	<ul style="list-style-type: none"> - National agencies responsible for managing energy efficiency measures in partner countries/regions, - National Energy Agency 	Participation at project events and support in managing energy efficiency measures in the region.
Infrastructure and (public) service provider	<ul style="list-style-type: none"> - District energy providers operators and similar public utility companies producing energy 	Participation at project events and support in the creation of energy groups.
Interest groups including NGOs	<ul style="list-style-type: none"> - National business associations - NGOs and city networks - Environmental associations, NGOs, Cities network, Local interest groups for CO2 & energy consumption reduction 	Involvement of joint purchasing groups and other forms of cooperatives with similar functions and objectives of energy cooperatives for sharing experiences and possible synergies.
Higher education and research	<ul style="list-style-type: none"> - Research institutions 	Support in the definition of revised energy plans.
SME	<ul style="list-style-type: none"> - SME & ESCOs - Financial institutes - Business associations 	Support in the development and implementation of new business models and pilot projects.



	<ul style="list-style-type: none"> - Enterprises in the building sector - Energy experts and Institutes - Professional associations (engineers, architects, energy managers) 	
Business support organisation	<ul style="list-style-type: none"> - Chamber of Commerce 	Involvement in the joint purchasing groups creation, energy cooperative and definition of possible networking in the revision of the SEAP.
General public	<ul style="list-style-type: none"> - Citizens - Households 	<p>Involvement in energy planning, participation at awareness raising activities, involvement in workshops.</p> <p>Potential members of the energy cooperatives and energy groups and co-investors in energy efficiency production projects, involvement in workshops.</p>
Media	<ul style="list-style-type: none"> - National and local media in the partners' territories - Social media 	Promotion of project activities.

The involvement of target groups will contribute to the regular implementation of mentioned measures and it will help in providing funding sources. The main benefits for target groups are enhanced cooperation between different stakeholders and presentation of possible interventions to be adopted in the field of RES and EE within the region.



3. Tools and channels of implementation

The MOK will use the following tools and channels to involve the targeted audience:

<i>Tool / channel / action</i>	<i>Target group(s)</i>	<i>Main message(s)</i>	<i>Tool's/channel's / action's expected reach</i>	<i>Tool's/channel's / action's expected impact</i>	<i>Responsible for implementation</i>
Municipal and other local newspaper	All target groups	Awareness raising (information on municipal project activities) in relation to municipal energy plans RES, EE issues and pilot activities, promotion of new business models	Preparation of: <ul style="list-style-type: none"> - promotional and scientific articles - Invitations to project events/meetings 	<ul style="list-style-type: none"> - Increasing the interest toward project thematic and giving new topics of discussion - Involving of wide range of interested stakeholders at events 	MOK
Social channels	All target groups	Project promotion, news sharing, promotion of project events	<ul style="list-style-type: none"> - update on project activities with catching information, pictures and messages - Invitations to project events/meetings - sharing other coherent news for increasing support toward to ENES-CE project activities 	<ul style="list-style-type: none"> - Increasing the interest toward project thematic - stimulating an active participation in discussion - Involving a wide range of interested stakeholders at events 	MOK
Municipal web page	All target groups	Information on project progress, project deliverables	<ul style="list-style-type: none"> - preparation of news on project activities 	<ul style="list-style-type: none"> - increasing the interest toward project thematic, 	MOK



		and project events	<ul style="list-style-type: none"> - publication of project deliverables, - publication of invitations to project events/meetings 	- increasing the RES and EE in the Municipality which will lead toward a sustainable development	
Meetings and events (workshops, conferences)	All target groups (with focus on involvement of general public, local public authorities, sectoral agencies, Infrastructure and (public) service providers, Interest groups including NGOs, SME, ESCO'S)	Presentation of project results, discussion on specific project thematic and deliverables, promotion of pilot activities and promotion of new business models	<ul style="list-style-type: none"> - Organization of n.4 events within the local communities that expressed highest interest towards implementation of new business models - organization of a final event 	Enhancing the importance of sustainable development by implementation of RES and EE activities (also through new business models)	MOK
Radio and TV	All target group	Information on project progress and project events	<ul style="list-style-type: none"> - Participation at thematic radio/TV shows - publication of invitation to project events 	<ul style="list-style-type: none"> - increasing the interest toward project thematic - Involving of wide range of interested stakeholders at events 	MOK



4. Budget for implementation

For the implementation of communication activities, the MOK has the following project budget on its disposal:

Specification			WP C	
BL1	Staff costs		10.500,00	
BL2	Office and administration		1.575,00	
BL3	Travel and accommodation		800,00	
BL4	A.C7	D.C3.1	Public events: organization of project conferences	1.500,00
	A.C7	D.C7.1-3	Targeted events: Local focus, group events	1.500,00
Total			15.875,00	

In case additional funds will be required for a successful implementation of foreseen activities, the budget shift will be requested.

5. Timing of the communication strategy

The communication campaign's schedule is presented in the table below:

COMMUNICATION TOOL	PUBLICATIONS/EVENTS TIMING
Municipal web page	1 article/3 months
Municipal and other local newspaper	1 article/3 months
Meetings and events (workshops, conferences)	
4 events at local communities	1 st in March 2021 in Sveti Anton Local community The following 3 events in autumn/winter period (the location will be identified on a basis of their interest toward the business models)
1 Final event	The final dissemination event will be organised during the project conclusion months
Social channels	1 publication/month
Radio and TV	1 Radio-TV participation or Radio-TV publication/3 months



6. Evaluation of the implementation

The success of the dissemination activities will be monitored with the following indicators:

- n. 22 local communities informed about project activities by inviting them to take participation (presidents and their members)
- n. 4 local communities actively involved within ENES-CE energy project dissemination activities (participation at dissemination events),
- n. 15 institutions/organisations/professional stakeholders informed about the ENES-CE energy plans, business models and pilot activities (participants at dissemination events)
- n. 25 participants (general public) involved in ENES-CE project dissemination events
- n. 22.000 households recipients of ENES-CE news (municipal newsletter)
- regular update of web page and social media (min. 10 news)
- n. 100 tweets or likes on social media